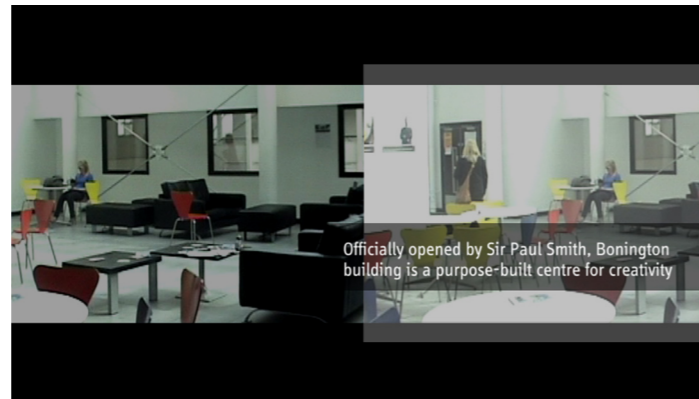


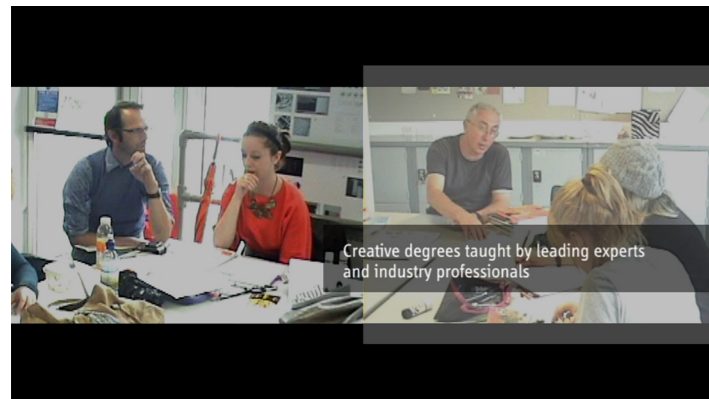
# NOTTINGHAM TRENT



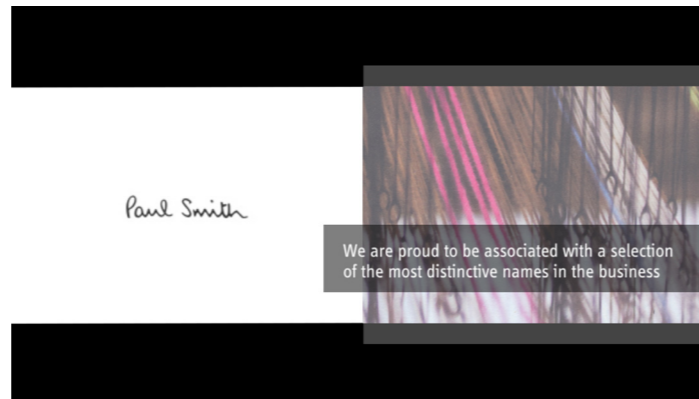
01



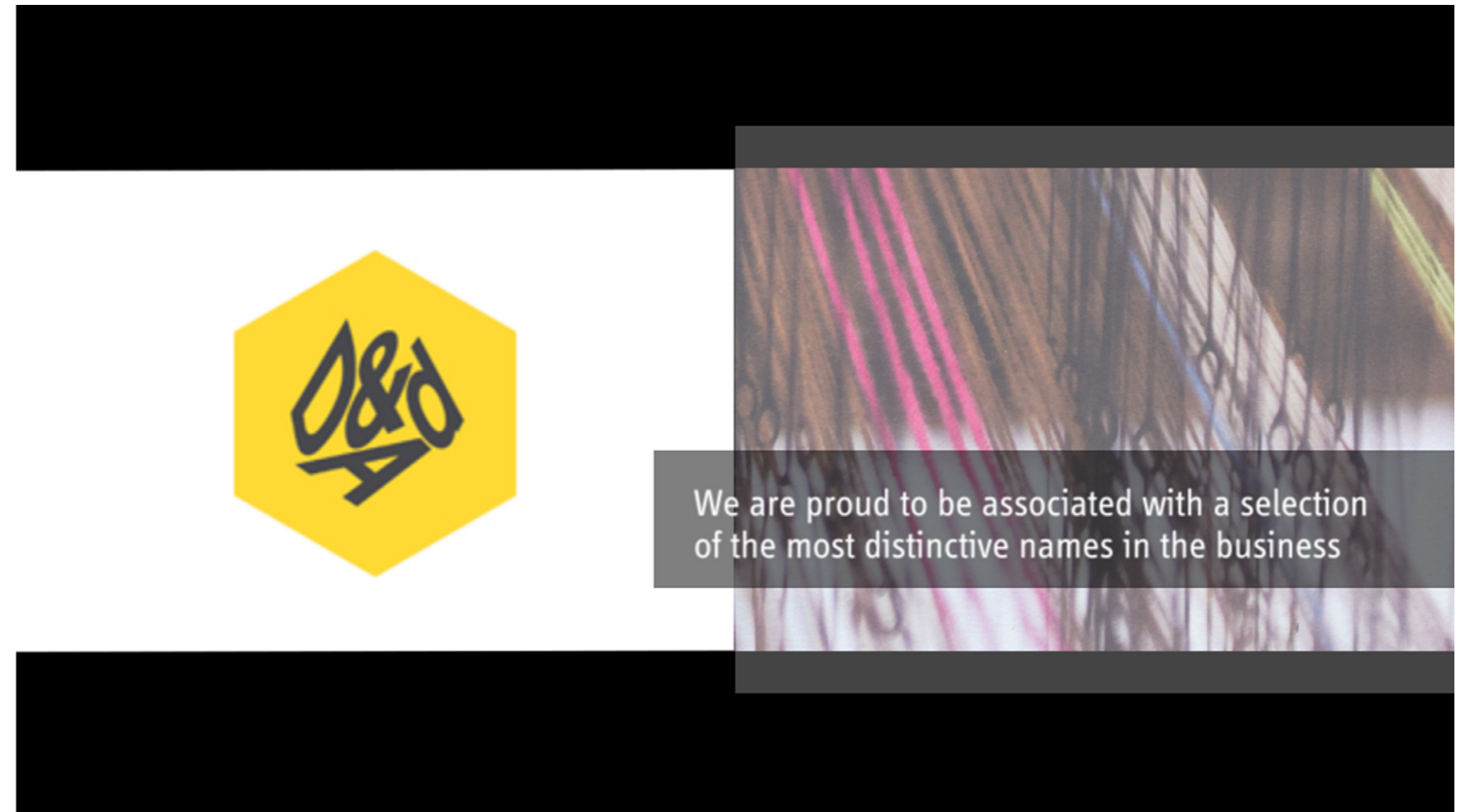
02



03



04



05

01-03  
An overview of student life and student community in the school of art and design.

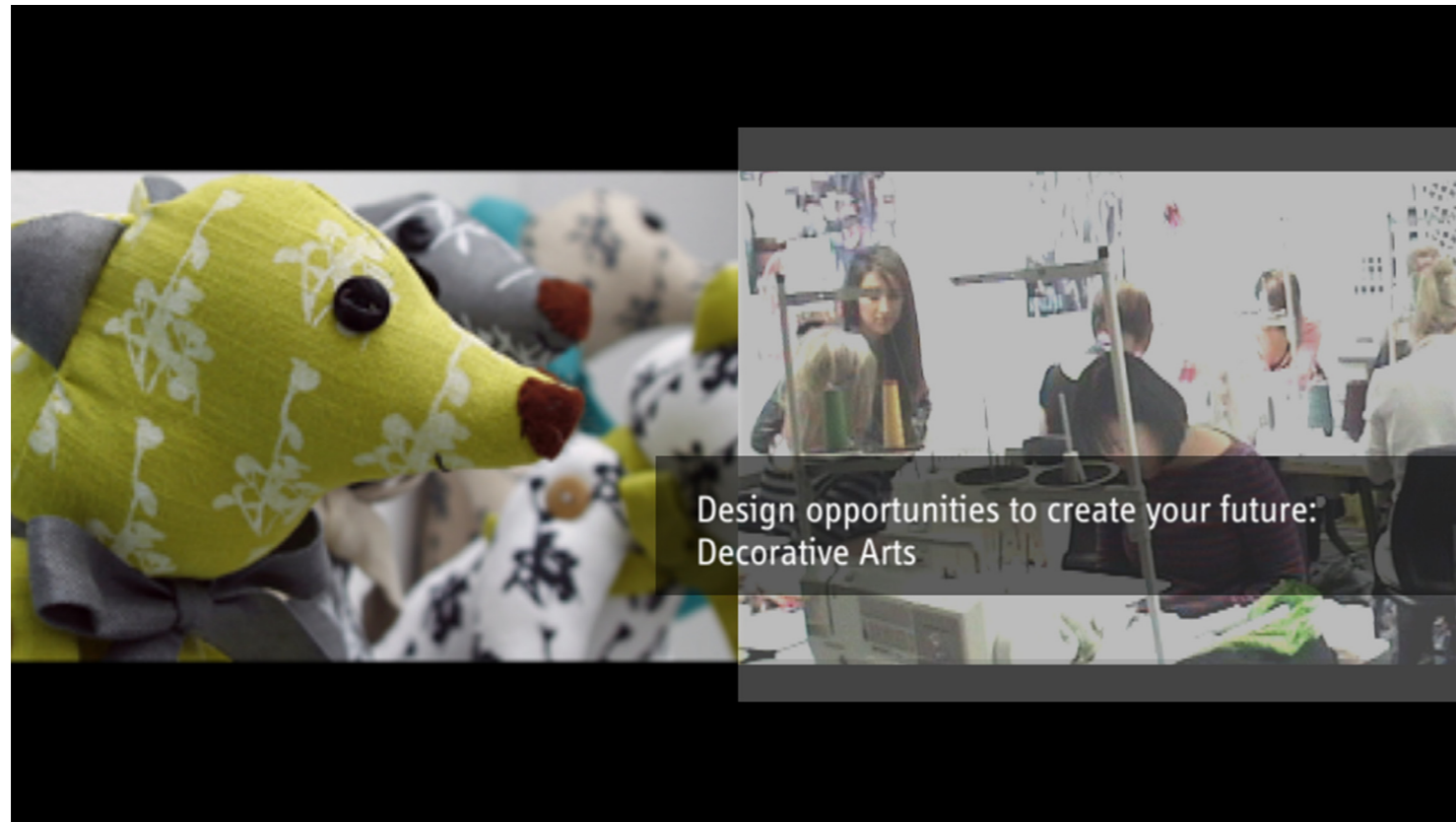
04-05  
Creative, professional and inspirational selection of the most distinctive names in the business.

**THE BRIEF**  
Create a short, vibrant promotional film that provides an overview of student life and the student community in the school of art and design and highlight the courses available to study.

**THE SOLUTION**  
The Bonington School of and Design promotion film was based around notion of energy. The target audience of prospective students inspired the concept 'Nottingham Trent & You', which informed the style and overall look of the film.

**THE APPROACH**  
The approach was course and student environment focused. The film was created on a low budget and addresses the audience by communicating quick points in a concise and consistent way.

# & YOU



06

#### VISUAL STYLE

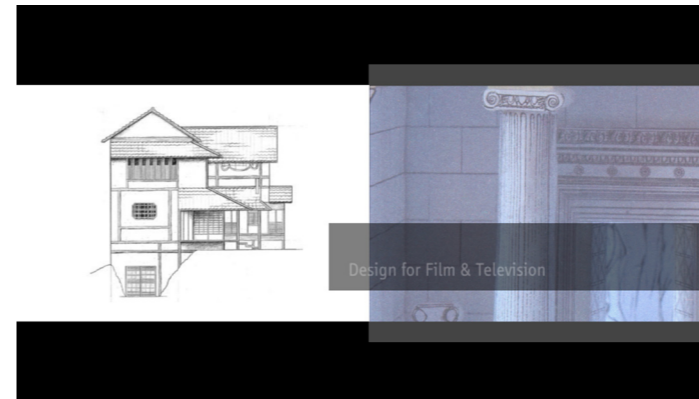
The visual style was inspired by past work of Hype Williams, music video and commercial director. The split screen enables a mix of mediums (type, image and film) to create the pace of the promotional film. The typeface used is 'FF Info Display'.

#### AUDIO

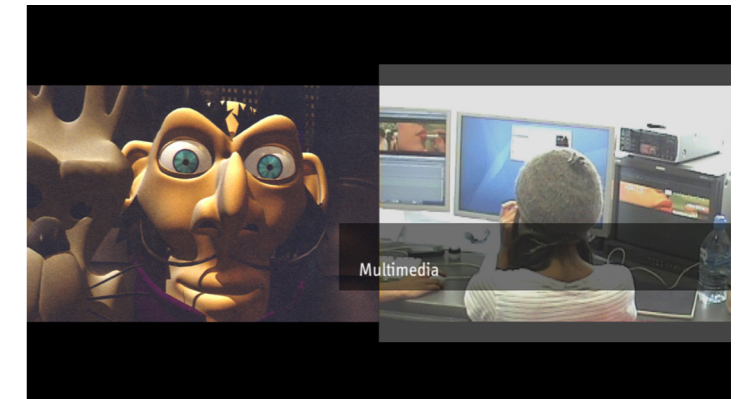
The film will be used at UCAS fairs, school open days, outreach visits and international visits where staff promote the school, its facilities and student community. The film emphasises the unique selling points of the school and celebrates the essence of each area.

#### CONTEXT

The film uses 'In For The Kill' by La Roux. The audio engages a sense of energy and it's fast pace complimented the concept and visual style. The promotional film has also been designed to communicate with the audience when the sound is turned off.



07



08



09



10

06-08

An overview of the courses available to study.

09-10

'Nottingham Trent & You'.